



WEWS

# ORDER

Print Date 10/25/12

Page 1 of 4

Flight Dates **10/23/12-10/29/12**

Contract / Revision      **304829 /**

Original Date / Revision  
07/16/12    10/24/12

Advertiser **Crossroads GPS**

Agency    **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306  
Towson, MD 21204**

Product

**Crossroads GPS. 10.23-10.29.12**

Agency Com    15%

Billing Contact

**600 Fairmont Avenue - Suite #306  
Towson, MD 21204**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **1007**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
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Daniel Baylog	100%		
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Order Share %      Market Value

Competing Station	% of Order	Amount
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CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	55	\$64,132.50	\$75,450.00	0.00
November 2012	16	\$21,590.00	\$25,400.00	0.00
<b>Totals</b>	<b>71</b>	<b>\$85,722.50</b>	<b>\$100,850.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	55	\$64,132.50	\$75,450.00
10/29/12	10/29/12	16	\$21,590.00	\$25,400.00

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	10/23/12	10/29/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	6	\$850.00	P-2	0.00	NM	7	\$5,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF--	6					\$850.00		0.00			
Week:		10/29/12	11/04/12	M-----	1					\$850.00		0.00			
N 2	WEWS	10/23/12	10/29/12		CM	7-9a	MTWTF--	:30	8	\$900.00	P-2	0.00	NM	10	\$9,000.00



WEWS

Print Date: 10/25/12

Page 2 of 4

Contract / Revision **304829** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 07/16/12/ 10/24/12

Order Sep 00:20:00

Advertiser **Crossroads GPS**Product **Crossroads GPS. 10.23-10.29.12** Estimate # **1007**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				M-F GMA 7-9a										
				M-F GMA 7-9a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	- TWTF--	8		\$900.00		0.00					
Week:		10/29/12	11/04/12	M-----	2		\$900.00		0.00					
N 4	WEWS	10/23/12	10/29/12	M-F 1-2p	CM	1-2p	MTWTF--	:30	5	\$850.00	P-1	0.00 NM	6	\$5,100.00
				M-F 1-2p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	- TWTF--	5		\$850.00		0.00					
Week:		10/29/12	11/04/12	M-----	1		\$850.00		0.00					
N 5	WEWS	10/23/12	10/29/12	M-F 4-5p Dr. OZ	CM	4-5p	MTWTF--	:30	4	\$1,000.00	P-2	0.00 NM	5	\$5,000.00
				M-F 4-5p Dr. Oz										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	- TWTF--	4		\$1,000.00		0.00					
Week:		10/29/12	11/04/12	M-----	1		\$1,000.00		0.00					
N 6	WEWS	10/23/12	10/29/12	M-F 5-6p News	CM	5-6p	MTWTF--	:30	8	\$2,000.00	P-1	0.00 NM	9	\$18,000.00
				M-F 5-6p News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	- TWTF--	8		\$2,000.00		0.00					
Week:		10/29/12	11/04/12	M-----	1		\$2,000.00		0.00					
N 7	WEWS	10/23/12	10/29/12	M-F 6-630p News	CM	6-630p	MTWTF--	:30	2	\$2,500.00	P-1	0.00 NM	3	\$7,500.00
				M-F 6-630p News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	- TW----	2		\$2,500.00		0.00					
Week:		10/29/12	11/04/12	M-----	1		\$2,500.00		0.00					
N 8	WEWS	10/23/12	10/29/12	M-F 7-730p	CM	7-730p	MTWTF--	:30	4	\$1,200.00	P-2	0.00 NM	9	\$10,800.00
				7-730p The List										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	- TWTF--	8		\$1,200.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
4	WEWS	10/22/12-10/28/12		M-F 7-730p	7-730p		- TWThF----	:30	<del>(\$1,200.00)</del>	0.00	NM			
Credited														
[Adding this cash to bottom of contract.]														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----	2		\$1,200.00		0.00					
N 9	WEWS	10/23/12	10/29/12	M-F 730-8P	CM	730-8p	MTWTF--	:30	4	\$1,200.00	P-2	0.00 NM	5	\$7,300.00
				730-8p Let's Ask America										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	- TWTF--	8		\$1,200.00		0.00					



WEWS

Print Date: 10/25/12

Page 3 of 4

Contract / Revision **304829** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 07/16/12/ 10/24/12

Order Sep 00:20:00

Advertiser **Crossroads GPS**Product **Crossroads GPS. 10.23-10.29.12** Estimate # **1007**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 9	WEWS	10/23/12	10/29/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	4	\$1,200.00	P-2	0.00	NM	5	\$7,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TWTF--	8		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WEWS	10/22/12-10/28/12		M-F 730-8P		730-8p	-TWThF----	:30		<del>(\$1,200.00)</del>		0.00	NM		
Credited															
[Adding this cash to bottom of contract.]															
2	WEWS	10/22/12-10/28/12		M-F 730-8P		730-8p	-TWThF----	:30		<del>(\$1,200.00)</del>		0.00	NM		
Credited															
[Adding this cash to bottom of contract.]															
3	WEWS	10/22/12-10/28/12		M-F 730-8P		730-8p	-TWThF----	:30		<del>(\$1,200.00)</del>		0.00	NM		
Credited															
[Adding this cash to bottom of contract.]															
4	WEWS	10/22/12-10/28/12		M-F 730-8P		730-8p	-TWThF----	:30		<del>(\$1,200.00)</del>		0.00	NM		
Credited															
[Adding this cash to bottom of contract.]															
6	WEWS	10/22/12-10/28/12		M-F 730-8P		730-8p	-TWThF----	:30		<del>(\$1,200.00)</del>		0.00	NM		
See MG 9.11,9.12															
[hra pol/p1]															
8	WEWS	10/22/12-10/28/12		M-F 730-8P		730-8p	-TWThF----	:30		<del>(\$1,200.00)</del>		0.00	NM		
Credited															
[Adding this cash to bottom of contract.]															
9	WEWS	10/22/12-10/28/12		M-F 730-8P		730-8p	-TWThF----	:30		<del>(\$1,200.00)</del>		0.00	NM		
Credited															
[Adding this cash to bottom of contract.]															
11	WEWS	10/22/12-10/28/12		M-F 7-730p		7-730p	-TWThF----	:30		\$3,000.00		0.00	NM		
Ⓜ MG for 16.2,9.6															
12	WEWS	10/27/12-10/27/12		Sa 6a-8a News		6-8a	-----Sa--	:30		\$700.00		0.00	NM		
Ⓜ MG for 16.2,9.6															
Week:		10/29/12	11/04/12	M-----	2		\$1,200.00		0.00						
N 10	WEWS	10/23/12	10/29/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightline	CM	1135p-1207x	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TWTF--	4		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WEWS	10/22/12-10/28/12		M-F 1135p-1202a Nightline		1135p-1207x	-TWThF----	:30		<del>(\$1,000.00)</del>		0.00	NM		
Credited															
[Adding this cash to bottom of contract.]															
3	WEWS	10/22/12-10/28/12		M-F 1135p-1202a Nightline		1135p-1207x	-TWThF----	:30		<del>(\$1,000.00)</del>		0.00	NM		
Credited															
[Adding this cash to bottom of contract.]															
Week:		10/29/12	11/04/12	M-----	1		\$1,000.00		0.00						
N 11	WEWS	10/23/12	10/29/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTFSS	:30	5	\$3,000.00	P-1	0.00	NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TWT---	3		\$3,000.00		0.00						
Week:		10/29/12	11/04/12	M-----	1		\$3,000.00		0.00						
N 14	WEWS	10/28/12	10/28/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	2	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	2		\$900.00		0.00						



# WEWS

Contract / Revision **304829** Flight Dates **10/23/12-10/29/12**

## Hiatus Dates

Original Date / Revision 07/16/12/ 10/24/12

Order Sep 00:20:00

Advertiser **Crossroads GPS**Product **Crossroads GPS.** 10.23-10.24.2017 Estimate # **1007**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	WEWS	10/28/12	10/28/12	SU GMA 8-9a SU GMA 8-9a	CM	8-9a	-----S	:30	2	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S	2		\$900.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WEWS	10/22/12-10/28/12		SU GMA 8-9a		8-9a	-----Su	:30		<del>(\$900.00)</del>		0.00	NM		
Credited															
[Adding this cash to bottom of contract.]															
N 15	WEWS	10/28/12	10/28/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	2	\$1,600.00	P-1	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S	2		\$1,600.00	0.00							
N 16	WEWS	10/29/12	10/29/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	M-----	:30	1	\$2,500.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	M-----	1		\$2,500.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WEWS	10/29/12-11/04/12		M-Su 630-7p WNT		630-7p	M-----	:30		<del>(\$2,500.00)</del>		0.00	NM		
See MG 16.2															
[N/A ON ENTRY]															
2	WEWS	10/29/12-10/29/12		M-Su 630-7p WNT		630-7p	M-----	:30		<del>(\$2,500.00)</del>		0.00	NM		
Ⓜ See MG 9.11,9.12															
[N/A ON ENTRY]															
N 17	WEWS	10/23/12	10/29/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S-	2		\$900.00	0.00							
Week:		10/29/12	11/04/12	-----	0		\$0.00	0.00							
N 18	WEWS	10/23/12	10/29/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	M-TF-S	:30	1	\$4,400.00	P-1	0.00	NM	1	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/23/12	10/29/12	M-TF-S	1		\$4,400.00	0.00							
N 19	WEWS	10/23/12	10/29/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S-	1		\$2,500.00	0.00							
Week:		10/29/12	11/04/12	-----	0		\$0.00	0.00							
N 20	WEWS	10/23/12	10/29/12	M-F 9-10a M-F 9-10a	CM	9-10a	M-TF--	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/23/12	10/29/12	M-TF--	1		\$1,400.00	0.00							
N 21	WEWS	10/23/12	10/29/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S-	1		\$1,200.00	0.00							
Week:		10/29/12	11/04/12	-----	0		\$0.00	0.00							
N 22	WEWS	10/23/12	10/29/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	M-TF--	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/23/12	10/29/12	M-TF--	1		\$1,800.00	0.00							
Totals														71	\$100,850.00